



For immediate release

February 21, 2014

RDC answers key questions about the new licensing process and its aims

What are the aims of Racecourse Data Company?

The aims are to protect official partners, control integrity, lower the risk of piracy and enhance the value of Pre-Race Data (PRD) for the industry. It provides customers with a long-term deal for this significant piece of data. The rate card is based on FRAND (Fair, reasonable and non-discriminatory) and is totally transparent. This move reflects the changes in the marketplace, particularly around mobile and online, and the way in which racecards are now used.

What is PRD?

PRD is information on a racecard, such as final fields, owners, trainers, jockeys, weight, colours, draw and ratings.

What is the deal worth?

Racing Enterprises Limited (REL) has assigned the PRD licence to RDC for £1.6m p/a for five years from 1 January 2014 to 31 December 2018. REL took turnover of £1.58m from data licensing (PRD) in 2012. The move is not for financial reasons, more for asserting greater control of the licensing of PRD.

Where does that leave REL?

REL will receive a guaranteed income for the next five years, plus possible uplift, and has described the formation of RDC as 'good for the sport'. All the income REL receive from licensing the data is invested in the promotion of the sport via Great British Racing.

Is this a divisive move, given certain organisations will have to pay increased rates?

Racing is fully supportive of this move. The BHA, REL, HG and RCA (57 racecourses are signed up) have all endorsed the transfer of PRD to RDC, and are advocates of racecourse control and commercialisation of PRD. The media landscape has changed considerably over the last decade and the transparent new rate card ensures organisations are paying a rate which is reflective of their use of PRD. Some organizations will pay more, some less and some the same.

How are newspapers, including the Racing Post, affected?

The charge for non-specialist newspapers, such as the general national and regional papers, remains the same as they do not derive significant value from the use of PRD. The transparent rates for specialist media, including the likes of the Racing Post (which uses PRD for digital/mobile and B2B on-selling), Racing Plus, Racing UK and At The Races, are reflective of the significant value they derive from the use of PRD.

How are bookmakers affected?

Bookmakers have previously paid for PRD through its service provider, but now the major bookmakers will be licensed directly by RDC. There is a flat fee of £50 p/a for each betting shop (LBO), so this is not a significant revenue generator, but about safeguarding Racing's data from abuse. There is also a cap of £15k for those online bookmakers who contribute to the Levy and Additional Voluntary Contribution Fund. RDC will provide bookmakers with the peace of mind and assurance that the most crucial element of data that facilitates the placing of a bet is secured for the long term, giving LBOs certainty up to 2018.

How did you arrive at the rate card?

After expending considerable effort, RDC believes the rate card reflects the commercial value of the content, and provides consistency to the charges to licensees. RDC has aligned its licensing principles with the FRAND (Fair and Reasonable and non-discriminatory), which is widely used by standards-setting organizations and in

licensing. The rates have been set at a modest level, reflective of the revenues derived by specialist media businesses, and are the most appropriate, practical, fair, transparent and defensible.

Where would any extra revenue go?

RDC does not expect significant uplift as this deal is about protecting Racing's data and realising its value. RDC is looking at investing further in data solutions with the goal of creating the best data collection and delivery service available, so any extra revenue would benefit that process. Any further revenue would be paid to the racecourses and REL, for the good of the sport.

Why has Towcester not signed up?

It is a shame that Towcester, the only British racecourse which is not a member of the RCA, has not joined the other 57 British racecourses in forming RDC. You would have to ask the racecourse for its reasons why.

Ends

Notes to Editors

About RDC

Racecourse Data Company is a JV between Racecourse Media Group (RMG) and Arena Racing Company (ARC), plus nine independent racecourses as shareholders. RDC has been set up to license and control Pre-Race Data (PRD).

The 57 racecourses are: Aintree, Ascot, Ayr, Bangor-on-Dee, Bath, Beverley, Brighton, Carlisle, Cartmel, Catterick, Cheltenham, Chepstow, Chester, Doncaster, Epsom Downs, Exeter, Fakenham, Ffos Las, Fontwell Park, Goodwood, Great Yarmouth, Hamilton Park, Haydock Park, Hexham, Huntingdon, Kelso, Kempton Park, Leicester, Lingfield Park, Ludlow, Market Rasen, Musselburgh, Newbury, Newcastle, Newmarket, Newton Abbot, Nottingham, Perth, Plumpton, Pontefract, Redcar, Ripon, Salisbury, Sandown Park, Sedgefield, Southwell, Stratford, Taunton, Thirsk, Uttoxeter, Warwick, Wetherby, Wincanton, Windsor, Wolverhampton, Worcester and York

Media contact: Seb Vance
T: 078100 43040
E: media@racecoursecdatacompany.com
W: www.racecoursemediagroup.com

About RMG

RMG is the umbrella organisation for the 34 racecourses which hold an interest in Racing UK TV (Sky 432/Virgin 536), Turf TV (betting shop service) and GBI Racing (international betting shop service). For more information, go to racecoursemediagroup.com.

For further information please contact: Seb Vance
RMG/Racing UK Director of PR and Communications
T: 078100 43040
E: seb.vance@racinguk.com

About ARC

Arena Racing Company (ARC) is the largest racecourse operator in the UK hosting nearly 40% of the fixture list. Fifteen racecourses make up the group including three of the four all-weather tracks in the UK. Racecourses in the group include Bath, Brighton, Chepstow, Doncaster, Ffos Las, Fontwell Park, Great Yarmouth, Lingfield Park, Newcastle, Royal Windsor, Sedgefield, Southwell, Uttoxeter, Wolverhampton and Worcester.

For further information please contact: Kate Hills
Director of PR and Communications
T: 07813 947201
E: khills@arenaracingcompany.co.uk
Web: www.arenaracingcompany.co.uk

About Racing Enterprises Limited

Racing Enterprises Limited (REL) is a joint venture between Britain's racecourses and The Horsemen's Group and is chiefly responsible for the sport's promotion via Great British Racing.